

LEE Tires

You know the old adage about "the proof of the pudding is in the chewing the string," and so some months ago Mr. Arthur Seessel, of North Second street, put a couple of our Lee Puncture Proof Tires on his personal car. Later he bought ten more Lee Puncture Proof Tires for his commercial cars, and he has just purchased two new Vin trucks that he is equipping with Lee Puncture Proof Tires.

This is only one of the many instances where an autoist buys one Lee and invariably equips all his cars with Lee Puncture Proofs, so as to eliminate delays and worries on account of tire trouble. The Puncture Proof Tires on Mr. Seessel's car have never been flat, and that's why Maury-Cole Co., Armstrong Furniture Co., John A. Dent's Sons Co., G. K. Houck Piano Co., Idlewild Greenhouses, Rev. Troy Beatty, Dr. E. W. Taylor, Zellner Shoe Co., Belmont Candy Co., Johnston Furniture Co., Graves & Graves, Stewart-Jones Furniture Co., Banks Grocer Co., Fire Chief Pittman, Rev. Sharp, Levy Bros., Banner Laundry, Connecticut Pie Co., J. Summerfield, A. S. Barboro & Co., Riddell's Bakery and hundreds of Memphis autoists are riding on Lee Puncture Proof Tires.

The great LEE WAY is the ONLY WAY to motor happiness.
Lee Puncture-Proof, Fabric and Cord Tires
7,000 Miles, 8,000 Miles, 8,000 Miles.
We Are Now In Our New Store at 249 Monroe.
Main 4767.

Lee Tire Co. of Memphis
G. M. SEEWALD, Prop.

Your Car Should Have a

Columbia

STORAGE BATTERY

What kind of a guarantee has your battery? COLUMBIA performance goes farther both in service and in policy, for its guarantee is not on a so-called adjustment basis. We know what the COLUMBIA will do, we guarantee it without restrictions. A real battery for real cars.

MEMPHIS BATTERY SERVICE STATION

835 UNION MAIN 4321
Distributors

WE WANT
100—Fords, Dodges—100
WE PAY
Highest Prices
WRIGHT & ESTES
385 MADISON.

KANT BREAK
World's Greatest Spark Plug.
Make starting easy, increase mileage, save gas and are indestructible.
KANT BREAK CO.
SPARK PLUG CO.
Sole Agents
257 MADISON.

DODGE BROTHERS BUSINESS CAR

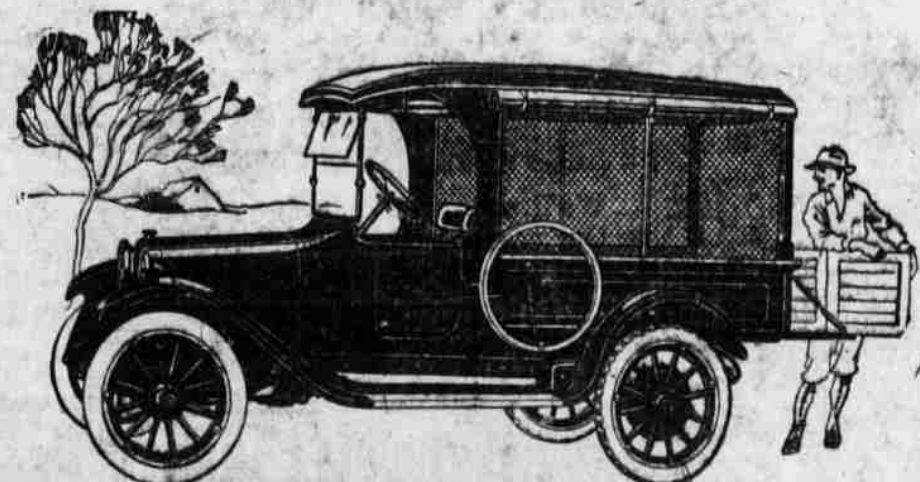
Many times, the better service it renders results in a sure and steady increase to the business which uses it.

For this reason, and the pronounced economy of operating the car, it is generally regarded as an actual investment.

It will pay you to visit us and examine this car.

Schlecht Motor Sales Company

1013 Union Avenue, Corner Pauline. H. 135.



"Roads are the tools of industry. Build them, that industry may furnish employment for labor."

TRUCK TOUR IS PROOF OF NEEDS FOR GOOD ROADS

Tired, happy and scrappy, the East Michigan Pike association is back from its tour boosting for good roads for Michigan. On their word for it they had a wonderful time, full of exciting moments and royal receptions along the route. They started out thinking it was to be their last tour, and now they are back convinced that they have only begun a series of real tours. Many towns along the route have pledged themselves only to stage receptions and mass meetings for the tourists, but to raise sums to defray the general expenses of the tour.

It was generally agreed by all tour-ists that the trip was made possible only by the remarkable work of the 2-ton Republic truck that conveyed the touring cars. It had been planned to have three trucks, using the Republic as a speaker's platform and for carrying the baggage and keep up with the procession at all times. As the schedule called for covered from 100 to 150 miles a day with stops at all towns, all but Mr. Biell, the Detroit representative of the Republic truck, were doubtful of its ability to carry through. But after the first day out they began to depend on the Republic to pull the touring cars out of trouble.

On the trip north to Sault Ste. Marie they toured over first and secondary highway systems. In some of the going was good, but for the most part it was over sand, corduroy and clay roads. Their success made them bold and returning they picked a new route through the roughest country possible. One stretch was through a forest where for 30 miles they bumped over an abandoned corduroy road without seeing a sign of human habitation. Another stretch of 15 miles was over red sand on a narrow twist trail.

Between Onaway and Mackinaw City they ran through a forest fire where the heat and smoke were so intense that it was barely possible to see the road. Forest Rangers advised them not to attempt it, but as the roadway was clear they went through the Republic as usual flying along at the tail of the column.

Mr. Biell, chairman of the arrangement committee, is most enthusiastic of the good work done, and the growing appreciation of good roads shown in every town. "Good roads and good trucks are the solution of the distribution problem, and the people we meet all along the route are realizing it more and more. The Republic truck came in for more comment than any touring car in the party. And this not only by merchants and express men but by farmers. They say they did not believe it possible for a truck to make the time we made under such a load as a confidently aspect to within the next few years motor trucks as popular as Ford's. No farm of 200 acres or more can afford a tractor while depending on horse transportation.

HAYNES OFFICIAL TO MEET ADVERTISERS

Gilbert U. Radove, advertising manager of the Haynes Automobile company, Kokomo, Indiana, has been delegated to represent the Haynes company at the annual convention of the Associated Advertising Clubs of the World, to be held in New Orleans September 21 to 25.

Mr. Radove's attendance at the convention will be for a two-fold purpose. He will be there to confer with the best advertising talent of the world to discuss methods of improving and raising the standard of American advertising, and to obtain new ideas for presenting the merits of Haynes character cars to the buying public.

Indianaapolis is now conducting a nation-wide campaign to secure the convention of the Associated Advertising Clubs of the World for 1920. All the advertising clubs of Indiana and many other organizations outside of the state are backing this movement. Because of the splendid welcome which was given to the Shriners during their convention at the Hoosier capitol, Indianaapolis has an excellent chance to secure the advertising convention.

The Haynes Automobile company has been backing this movement since 1915. G. Seiberling, vice-president and general manager of the company, sent letters to the clubs of Indiana and America telling why it is advantageous to hold the advertising convention at Indianaapolis. He pointed out that the company's purpose at the New Orleans convention will be to exert his influence in securing the convention for Indiana.

While the convention is in progress Mr. Radove plans to stage an exhibit of the world-wide advertising campaign now being conducted by the advertising division of the Haynes company. This campaign which has brought astounding success to the Haynes company during the present year, has been uniquely and graphically characterized in such a way that the assembled advertising men will readily understand it and grasp its salient points at a glance.

Every day brings news to this city of new truck lines that are furnishing connections and giving fast freight transportation between cities in various parts of the country. S. G. Gray, of the Indiana-Memphis Truck company, Indiana distributor, reports an unusually large movement of this kind, embodied in a truckline to connect Indianaapolis and points south and east with the great western freight gateway at Chicago.

The organization will utilize Indiana motor trucks, equipped with pneumatic tires, as with that type of equipment faster time is possible and better freight service all around.

The organization is to be known as the International Transportation company, with headquarters at Indianaapolis and local truck lines operating in and out of that city.

"The selection of Indiana trucks in this service," said Mr. Gray, "evidence the 5, 6, 7, 8 and 9-year records of this truck in all parts of the country. It takes trucks with records of service extending over a long period of time to make this type of freight transportation possible, and to allow it to compete with the railroads and steamship lines. Economical operation is the thing that governs freight rates. Indiana trucks have lived so long and performed so well in service that they were naturally the logical selection of the International Transportation company for probably the biggest organized truck line in America. The line will serve who have difficulty getting freight quickly to and from the larger gateways."

SAYS DUPLEX WILL WELCOME-HAUL TEST

"The ability of the Duplex 4-wheel drive to more than live up to every claim made for it, is one of the greatest assets of our dealers," says Harry M. Lee, president of the Duplex Truck company.

"A Duplex dealer is always willing to engage in a comparative demonstration because he knows the Duplex will respond to every demand made on it."

"Here is what I mean by that," H. L. Gray, Hawthorne, Fla., is engaged in logging. According to his own statement, he tried 22 trucks, none of which made good on his haul. He then went back to horses and mules.

"When a Duplex salesman called on him, Mr. Gray said: 'Don't waste time telling me about the features of your trucks. What I want to know is, will it haul a minimum load of 1500 feet of logs, and make the trip in an hour and thirty minutes?'"

"Mr. Gray called on the salesman to make good and a Duplex was put on the job. It hauled a minimum load of 1500 feet of logs and averaged 54 minutes for the trip for a week."

"Mr. Gray bought the Duplex and has just further testified to his satisfaction by buying his second Duplex."

"This Battery Pointer MAY SAVE TROUBLE"

"Don't be too generous with the distilled water when you're putting it in batteries," says V. W. Heffernan, of Auburn-Abston, local Willard distributor. "If you put in too much water, just as much harm as if you neglected to put any water at all."

"Of course water is necessary, but the idea is to put in just enough to replace the amount that has evaporated. If you put in more you're getting into trouble in two ways: you're weakening the battery, and worse than that you're taking the first step toward ruining your battery box."

"If the water remained in the battery as water, there would be no chance of damage—but it doesn't. It mixes right in with the acid."

"Consequently if your battery is too full the acid will be too thin at the top with the first hard jolt and keeps splilling little by little until the damage is done. This acid is strong enough to eat through wood or iron, and will take the wooden bottom right out of the battery box."

"You'll sidestep a lot of trouble if you remember, when you add distilled water, to stop as soon as the solution rises to half an inch over the top of the battery plates. Better still, let us do it for you."

BRISTOL WHISKY SALE POSTPONED INDEFINITELY

BRISTOL, Tenn., Sept. 6.—The approximate 740 gallons of 110 proof corn whisky that was to have been sold in bulk to the highest bidder at public auction by the government yesterday, in front of the local postoffice, was not sold as a message was received here by W. B. Felts, deputy collector of internal revenue, informing him that the sale is to be postponed 15 days. This whisky was seized by the government from B. Gouge & Co., about three years ago for the nonpayment of assessed taxes.

Considerable interest locally has been manifested in regard to the power the purchaser would have to remove the whisky from the postoffice after he had made the purchase. However, W. B. Felts, the deputy collector of internal revenue, who is here now, states that the government would not attempt to retail it out in small quantities, but that if it should be sold in the wholesale lot the government will permit it to be moved.

preventing the transportation of whisky, Mr. Felts said that the United States government had been in violation of its own law or a state law in order to carry out the law. This power would be necessary in order for the purchaser to remove the spoils. Though the whisky cannot be retailed in this country, it was pointed out that it might be removed to Cuba or Canada or some other country.

WESTCOTT

The Car with a Longer Life

A comparison of the Westcott of today with the Westcotts of previous years will show, in each case, parts that have proven wisely selected, and engineering judgment that has proven sound. Time has more than justified each advancement!

Chickasaw Motor Car Co.
W. L. HUNTLEY, C. W. GOVER, R. H. PEOPLES
Temporary Location, 292 Monroe
Permanent Location After Nov. 1, 643 Marshall

NOTE—We will make a few deliveries to dealers if application is made at once.

WORN SOLID TIRES PROVE EXPENSIVE

"Badly worn solid truck tires are mighty expensive equipment," says Mr. M. B. Hoagland, sales manager of the Signal Motor Truck company, Detroit.

"When I say that rough and ragged truck tires should be replaced by new ones, I am not trying to boost the tire business. Instead, I am telling the truck owner a way to save himself money."

The motor truck is subjected to a terrific strain when operating under full load. It is built to carry this load under every road condition. However, the economy with which it does its work depends on the condition of every one of the driving units.

"A truck tire with flat spots is a great power loser. Bite a piece out of the edge of a round soda cracker, and try to roll it. A flat tire quickly stops the rolling. A flat tire imposes exactly the same effect."

"More than that? A strain is imposed on the mechanism with every bump of the defective tire. Tires of the vibration caused by the bump and a back lash thrown through the entire driving mechanism."

GIVE YOUR BATTERY A DRINK, SAYS BAUER

"Give your battery a drink," says Fred Bauer, manager of the Storage Battery Service Station Co., Albany, N. Y. "The battery to go dry is ruinous. The battery loses water under the most healthful conditions. An interesting and instructive booklet sent free of charge, upon request, to the U. S. Light and Heat corporation, Niagara Falls, N. Y."

NEW BUICK MODEL BRINGS BIG DEMAND

"The recent announcement of our 1920 model 'K' series prices is meeting with the approval of both Buick owners and buyers," says General Sales Manager B. T. Strong, of the Buick Motor company, at Flint, Mich.

"Every day we are receiving hundreds of congratulations for maintaining our 1919 prices upon our open models and the very slight increase upon our closed types. Buick owners are elated because our 1920 prices still maintain the proper value upon the models that each one operates. The new purchaser is pleased because he is not compelled to pay any large increase in price to secure the same standard of quality in material and construction."

"The demand for our product is increasing so great each day that we predict that the 1920 season will witness the greatest record-breaking sale in the history of the Buick Motor company."

BEAUTY DEVELOPMENT BUT SIX YEARS OLD

The development of Beauty in the line of automobiles did not really begin until 1913 according to Stewart McDonald, president and general manager of the Auburn Motor car company, of St. Louis. Prior to that time, says McDonald, the efforts of automobile makers were directed toward the line of mechanical development and the bodies used were mere modifications of carriage bodies and large crowds were distinctly ugly and ungraceful.

"The Auburn factory was among the first in the country," said McDonald, "to come out with full stream line body. Our model 6-50, produced in 1913, had a full stream line running from the radiator back through the body. Our factory has always been a pioneer in high-grade body construction."

SPORT AT DYERSBURG.
DYERSBURG, Tenn., Sept. 6 (Sp.)—Dyersburg fans will have the opportunity of seeing some good ball games next Monday, Tuesday and Wednesday, when the Memphis team will cross bats with the local team here. Good games are expected, and the large crowds will be here in a foregone conclusion.

TO HAVE DEEP POOL.
BLUE MOUNTAIN, Miss., Sept. 6 (Sp.)—The students of Blue Mountain college are collecting funds with which to install on the campus a modern swimming pool, and hope to secure sufficient contributions to get the work under way in the near future.

A good start has already been obtained, and it is understood that the parents of the students may be induced to contribute largely to the project.

EXHAUST

F. W. Wright, of the Memphis Battery Service station, local distributors for Columbia batteries, has gone to the factory on a business deal that has for its purpose still further service features for Columbia users.

J. A. Miller, of the Miller Motor Sales company, local dealers in Stephens cars, has gone to Peoria, Ill., the home of the Stephens factory, in an effort to speed up local deliveries.

L. E. Tumin, of the Charleston Tire company, has returned from an extended Eastern trip, which included New York and Buffalo. Mr. Tumin reports business booming in the East, especially in the tire industry, although manufacturers, he says, are far behind in their output because of a scarcity of materials.

V. W. Heffernan, local manager for the Willard battery service station of the Auburn-Abston company, is back from a trip to the factory. He reports the Willard people experiencing an unprecedented demand for their batteries. Mr. Heffernan went to purchase government for the Auburn-Abston new line of batteries, which is nearing completion. The new station will have drive-in features and the latest of equipment throughout.

MEMPHIS COMPANY GETS NEW MANAGER

A. A. Aydelott, formerly of Jackson, Tenn., has become identified with the Commercial Motor Car company as general manager. George P. Hayes, whom he succeeded, has been transferred to the company in an official capacity.

Mr. Aydelott's long experience in the motor car business, both as a factory representative and as a dealer, assures for the Commercial Motor Car company a capable executive. He organized and managed the United Motor company at Jackson, and prior to entering the motor car business for himself was southern district sales manager for one of the largest motor corporations in the country. For years he was connected with the Liberty and Maxwell-Chalmers factories.

Commercial Motor Car company, which is soon to move into a handsome new home at Union Avenue and Dunlap street, handles the Liberty, Tempair and Apperson cars.

CHARGE EMBEZZLEMENT.

HUNTSVILLE, Ala., Sept. 6 (Sp.)—C. C. Wilkins, deputy organizer for the Local Order of Moose, here, has been arrested on a charge of embezzlement, a warrant having been sworn out at the instance of C. Graham of Anniston, state organizer. Wilkins has signed up about 150 members in Huntsville and has collected from it to \$15 from each, a large proportion of which he is accused of spending on himself.

Wilkins is alleged to have obtained a letter for the Huntsville lodge because he did not forward the necessary amount of money.

HUN FINANCIER DIES.

BREMEN, Sept. 6.—Alfred Lohmann, president of the Bremen chamber of commerce, and founder, organizer and president of the German Ocean Shipping company, which operated the German commercial submarines Deutschland and Bremen, is dead, according to an announcement made here today.

WHAT A BROKEN FRAME WILL DO TO YOUR TRUCK

Stop, and think of the wear and tear caused by a broken frame; the constant jarring and the resultant weakening of the entire body.

Bring Your Truck To Our Shop

In a few hours we will have your truck in first-class shape and guarantee that it will never break in the same place again.

SEE US FIRST AND SAVE MONEY

METAL WELDING CO.
W. C. GRAVES, Proprietors ROBT. W. BOWERS
324-326 Old Madison Ave. Phone M. 2799

SHERWOOD QUITS HERFF TO JOIN DIXON-PAUL

Waring Sherwood, who has been associated with the Herff Motor company as advertising manager for the past year, has resigned to take the position of sales and advertising manager of the Dixon-Paul Printing company. He was formerly vice-president of the Hood Printing company and has long been identified with the advertising profession and printing business of Memphis.

CHICAGO, Sept. 4.—Children of school age in unprecedented numbers are going to work, according to a report by Clyde Brown of the vocational division of the board of education, made public today. About 250 certificates a day are being issued to children between the ages of 14 and 16, the report says.

AUBURN Beauty-SIX

Beauty Power Comfort

Beauty, power, and comfort are masterfully combined in the Auburn Beauty-SIX.

The imprint of creative designing is to be found everywhere in this beautiful car. Its graceful lines imbue it with identifying individuality. Its appointments and fittings establish new standards of elegance.

The Auburn power plant is the consummate achievement of twenty years successful automobile engineering. The secret of Beauty-SIX comfort lies deeper than ample riding-room, quality upholstery, and adequate springs—it is found in perfect chassis balance, eminent roadability.

Five models—Five Passenger Sedan, \$2375; Four Passenger Coupe, \$2375; Five Passenger Touring Car, \$1695; Four Passenger Tourer, \$1695; Two Passenger Roadster, \$1695. Smart color combinations. Demonstration on request. De Luxe Catalog now ready.

AUBURN AUTOMOBILE COMPANY AUBURN, INDIANA

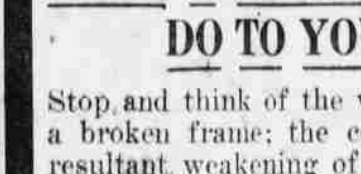
Automobile Engineers for Twenty Years

McCardell Motors Co.

DISTRIBUTORS
735 Union Ave. Memphis, Tenn.

Auburn Beauty-SIX De Luxe
Casting New Road

Demonstration Under Tent
at Your Convenience



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Stop, and think of the wear and tear caused by a broken frame; the constant jarring and the resultant weakening of the entire body.

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